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Data 400 Mini Project – Idea 2

**Research Question:** *How has legalized online sports betting impacted physical casino revenues?*

**Motivation:** I am interested in seeing if the legalization of online sports betting has impacted overall population behavior. To do this, I first looked into seeing if legal online sports betting was linked to increased alcohol sales, but data was too hard to find. Sticking with the idea that mobile betting may be linked to potentially harmful behavior, I want to see if legalized sports betting has a direct or lagged relationship to increased casino revenue. Essentially, is there a link between legalizing online sports betting and gambling-related addiction?

**Data Sources:** The American Gaming Association (AGA) publishes revenue and tax data from each year (2015-2024) in their annual “State of the States” report. These pdf files have revenues for the following categories: sports betting, online sports betting, iGaming (mobile casino games), physical electronic games (slot machines, etc.), and physical table games. Population controls can be found and downloaded directly from the Census Bureau's website (or other government sources).

**Model/Method:** I would like to run a differences-in-differences model using synthetic controls (each state had a different intervention point) to see if there is a clear jump in casino revenues relative to legalization. I would also like to do some basic time series analysis of revenues for individual states to see if there is a clear visual relationship.

**Stakeholders:** The main stakeholders in this analysis are casinos and casino-goers, online sports betters and companies, and policymakers.